Five Reasons Why College Is Worth It

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January 13, 2016
1. The college wage premium continues to increase.
1. The college wage premium is historically high.
In 1970, there were 10 million college graduates in America; today, there are 50 million.
2. Recent college graduates are **NOT** stuck in dead-end jobs.
Unemployment rate, recent college graduates

- 2009: 10.8%
- 2012: 5.5%
3. Unemployment rates decline with age and each level of educational attainment.
Unemployment rate, 20-29 year olds, 2013

- Less than high school: 22.0%
- High school: 15.0%
- Some college: 10.5%
- Associate degree: 7.6%
- Bachelor's degree: 5.5%
- Graduate degree: 2.8%
4. The economy is eliminating high school jobs.
Jobs created since 2010

- Bachelor's degree or higher: 7 million
- Some college/associate degree: 2.3 million
- High school or less: 266,000
5. Jobs of the future will require postsecondary credentials.
By 2020, 65 percent of jobs nationwide will require some education or training beyond high school.
Share of college graduates in the top three income deciles

1970: 44%
Today: 81%
Jobs created in the recovery that pay $50,000 or more

Bachelor’s degree or higher, 2.8 million

Other workers, 0.1 million
KNOWLEDGE IS GOOD
In 1970, there were 10 million college graduates in America; today, there are 50 million.
Agreeing to metrics that measure the quality of graduates
Utopia U.

• Very selective
• Prestige is main concern
• Serve <10% of all students in higher education
• “Let others educate the masses!”
Utility U.

- Limited funds
- Struggle to find qualified instructors
- Constantly trying to keep ahead of workforce trends
- Closer to their students – with limited rewards
Increased accountability is coming

- K-12 education
- Healthcare
- Higher education